IMPACT OF PANDEMIC COVID-19 ON HOTEL INDUSTRY: A STUDY ON LUXURY HOTELS OF DELHI (NATIONAL CAPITAL TERRITORY)

A

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1.INTRODUCTION

1.1 Hospitality Industry

The Hospitality industry is the industry that is responsible for providing primarily food services and accommodations in places such as hotels, resorts, conference centres and theme or amusement parks. The sectors in hospitality services include travel and tourism and leisure sectors. The other industries included in this sector are Food and service management, Bars, Nite Clubs, Amusement parks, hotels, Motels, Hostels, Restaurants, Self-catering accommodation, Holiday centres and Travel agents. The Indian hospitality industry has emerged as one of the key industries driving the growth of the services sector.

According to the World Travel and Tourism Council (WTTC), Hospitality Industry has become the leading economic contributor to the world and national economies in terms of gross output, value addition, capital investment, employment opportunities and revenue generation for the Government of a country. Because it caters to the accommodation needs of the 'away from home market', the Hospitality industry is of central importance to the development of travel and tourism. Since the Hospitality industry is by nature an international one, as international trade & business expand, this international linkage becomes even more important in terms of foreign Exchange-generation

The hospitality industry in India has generated tremendous employment opportunities and is a big source of foreign exchange for India. As per the planning commission, the hospitality sector is responsible for more jobs per million rupees of an investment than any other sector. This sector provided varieties of jobs which satisfies unskilled people to specialized one. The govt. of India and the ministry of tourism have contributed significantly to the development and growth of the industry by providing various tax incentives, policy measures and other various supports.

1.2 Concept of Hotel

The word “hotel” is of French origin which means a building seeing frequent visitors and providing care. The hotel industry is a part of the hospitality industry. Hotel is often referred to as a “Home away from home”. It provides a range of accommodations and services, which may include suites, public dining, banquet facilities, lounges and entertainment facilities. Hotel is a part of the hospitality industry which is a broad term for a variety of services industries. The hotel has a measure share when we talk

about Hospitality services and India made a special place in the international world of hospitality. India is the most diverse place in the world.

A hotel refers to a commercial company providing lodging and meals on a momentary basis to its customers. The hotel industry is divided into two types. One is considered by functions, for example, airport hotel, commercial hotel, conference center, economy hotel, suite or all-suite hotel, residential hotel or apartment hotel, casino hotel and resort hotel. The second is considered by star ratings, for example, five-star hotels, four-star hotels, three-star hotels, two-star hotels, one-star hotel, and no category hotels. The prime aim of the hotel rating is to notify travelers about basic facilities that can be expected from the hotel. It facilitates further attraction of guests towards a place as it makes their visit more expedient. "Hotel Industry is one of the important components of the tourism Industry. The definition of the tourism industry can't be completed without mentioning the presence of a hotel.

The hotel industry is one of the numerous sectors that apply revenue management to maximize their revenue potential. With decades of growth and development, the approach of total revenue management has emerged as an improvement of traditional revenue management.

1.3 Classification of Indian Hotel Industry

Hotel industry classified different premium segment like 1 star, 2star, 3star, 4star, 5star Based on the stars hotel industry in India can be classified as follows:

The classification is done by the Ministry of Tourism under which a committee forms known as HRACC (Hotels and Restaurants Approval & Classification Committee) headed by Director General of tourism.

1 Star Hotels

A one-star rating often means a property has no frills and only offers basic accommodation. It is usually located near the affordable attraction, major intersection and convenient transportation.

Furnishings and facilities are clean but basic. Most will not have a restaurant on site but are usually within walking distance.

- The hotel should have at least 10 let table bedrooms.
- 25% should have attached bathroom with a bathroom for every four of the remaining room.
- 25% of the bathroom should have western-style WCs

- Reception counters with a telephone and a telephone for the use of the guest.
- Example: Hotel Ajanta, Bangalore

2 Star Hotels

A 2 Star Hotel is a hotel that provides the bare essentials with some comfort quality. In addition to the comfort and hygiene essentials, the amenities for the guest are of a significantly higher quality. In 2-star hotels the building should be constructed and the locality and environs including the approach suitable for a good hotel. There should be a reception counter with a telephone.

- The hotels should have at least 10 let table rooms with at least75% should attached bathrooms with showers.
- At least 25 % of the rooms should be air-conditioned.
- Telephone in each room and telephone for the use of guest and visitors and provision for radio or relayed music in each room.
- Carpets, curtains, carpets, luxury furniture of high standards fittings etc.

3 Star Hotels

Star hotel hotels offer spacious accommodation that includes well-appointed staff and decorated lobbies. Bell desk services are generally not available. They are located near the business area for immediate approach and environs should be of the highest standard. Typically, these hotels offer spacious accommodation that includes well-appointed staff and decorated lobbies. These hotels should have at least 20 let table rooms with attached bathrooms with long baths or most modern shower chamber.

- At least 50 % of the rooms should be air-conditioned and the furniture and furnishings such as carpets, curtains etc. should be a very good standard.
- There should be a receptionist, cash and information counter attended by highest qualified trained and experienced personnel and conference facilities.
- There should be provision for reliable laundry and dry-cleaning services.24 hrs housekeeping at the hotel should be of the highest possible standard and these should be a plentiful supply of linen, blankets etc. which should be of the highest quality available
- Telephone in each room. And telephone for the use of guest and visitors and provision for radio or

relayed music in each room.

4. Star Hotels

- At least 50 % of the bathroom must have long baths or the most modern shower chambers with 24 hrs. Service of hot and cold running water.
- There should be a special restaurant dining room where facilities for dancing are also available.
- Telephone in each room and telephone for the use of guest and visitors and provision for radio or relayed music in each room.

5. Star Hotels

Five-star hotels are properties that offer their guests the highest levels of luxury through personalized services, a vast range of amenities, and sophisticated accommodations. In 5-star hotels, architectural features and general construction of the hotel building should have distinctive qualities. The locality including the immediate approach and environs should be of the highest standard. There should be a receptionist, cash and information counter attended by highest qualified trained and experienced personnel and conference facilities.

- These hotels should have at least 25 lettable rooms with attached bathrooms with long baths or most modern shower chamber.
- At least 50 % of the bathroom must have long baths or the most modern shower chambers with 24 hrs. Service of hot and cold running water.
- There should be provision for reliable laundry and dry-cleaning services.24 hrs. housekeeping at the hotel should be of the highest possible standard and these should be a plentiful supply of linen, blankets etc. which should be of the highest quality available.
- Adequate parking space and swimming pool.
- Offer both international and Indian cuisine and the food &beverage services should be of the highest standards
- 24 hrs. services for reception information and telephone

1.4 Eligibility for Star Classification

To be eligible to apply for classification based on stars, the hotel must have at least 10 let table bedrooms and carpet areas in respect of rooms and areas of the bathroom should by and large

adhere to the following limits:

Table 1: Classification of Star Hotels

Category of hotels /Bathroom	**Area standard for Bedroom**
5Star/5StarDelux Hotels	
Single	180Sq ft
Double	200Sq ft
Bathroom	45 Sq ft
4 Star and 3 Star Hotels	
Single	120Sq ft
Double	140Sq ft
Bathroom	36sq ft
2 Star and 1 Star Hotels	
Single	100Sq ft
Double	120Sq ft
Bathroom	30Sq ft

Failure to satisfy the above conditions will disqualify a hotel for consideration.

1.3What are Luxury A Luxury Hotel is considered a hotel which provides a luxurious accommodation experience to the guest. There are no set standards (such as stars) for luxury hotels. A true luxury hotel provided extraordinary experiences that exceeded customer expectations and created life-long memories they both stressed.

These hotels provide guests top-line service and opulent facilities that are among the most complex to operate and present a high degree of risk for developers and owners. Luxury hotels are generally among the most volatile in the industry, enjoying strong performance in good times and often suffering significantly in times of economic downturn.

1.5 Characteristics a Luxury hotel Hotels

- Allow an easy, simple and intelligent planning and booking process
- Guest activities and amenities: High-end spa treatments, pool, 24-hour fitness center, laundry service, unpacking and packing service, babysitting, pet sitting, dog-walking, personal trainer referrals, a concierge who knows more than Google…
- Luxury room features: High-quality furnishings with opulent, expensive touches, attention to aesthetic detail, a quiet room with fresh air, original art on the walls, windows that open, robes and slippers, adequate storage, hangers, desk, reading chair, safe, good- size flat-screen TV, iPhone/iPod dock, coffee maker, full-length mirror, effective heating/AC system…And of course a King bed with a good mattress, high-quality sheets and a variety of pillow types (or a pillow menu)!

1.6 COVID-19

Coronavirus disease (COVID-19) is an infectious disease precipitated employing a newly observed coronavirus. Most humans contaminated with the COVID-19 virus will ride slight to reasonable respiratory sickness and get better besides requiring exceptional treatment. Older people and these with underlying clinical issues like cardiovascular disease, diabetes, persistent respiratory disease, and most cancers are extra possible to increase serious illness. Covid-19 Pandemic, which is inflicting two sorts of shocks on countries: a health shock and a financial shock. Given the nature of the disorder, which is exceptionally contagious, the approaches to include the unfold consist of coverage movements such as; the imposition of social distancing, self-isolation at home, closure of institutions, and public facilities, restrictions on mobility and even lock-down of a whole country. These moves can probably lead to dire consequences for economies around the world, with over one hundred seventy nations possibly to trip bad per capita GDP boom due to the raging coronavirus pandemic.

1.7 Impact of Covid-19 Indian Hotel Industry

The Indian hospitality industry is undoubtedly one of the biggest casualties of the COVID-19 outbreak as demand has declined to an all-time low. Global travel advisories, suspension of Visas, the imposition of Section-144 (prohibition against mass gatherings), India like most other countries is on lockdown, the ramifications of which are unprecedented. India has recorded the 1/3 highest Covid-19 caseload in the world after the United States and Russia with greater than a million tested cases and greater than 25,000 deaths.

The Indian hotels' sector sailed smoothly into January 2020, after a record year in 2019, with 2020 set to be “even bigger”. The country first started feeling the ripple effects of the global COVID-19 turmoil towards the end of February 2020, which worsened at the beginning of March. Occupancy across hotels in key cities declined rapidly and as per our estimates has declined by a staggering 45 percentage points compared to the previous year. Such a steep decline in such a short period has never been witnessed by the sector.

The hotel industry is considerable profits producing region for many international locations in the world comparable to Delhi. However, in the course of a world disaster commonly tourism and hospitality enterprise is the first enterprise to take an extreme hit. According to the March 2020 facts posted via

the international hospitality facts company STR, it is indicating a sharp drop of occupancy costs almost between 96% in the whole international hospitality enterprise due to the on-going COVID-19 coronavirus pandemic Booking cancellations over coronavirus issues rock the hospitality industry, some luxurious resorts in India are slashing room quotes and introducing cost-cutting measures to climate the disaster COVID-19 hits resort industry; income per room drops 13-29% in Jan-Mar in pinnacle cities Report. The outbreak of COVID-19 has adversely impacted the occupancy degrees at inns throughout eleven essential cities, ensuing in a decline of up to 29 per cent in income per on hand room (RevPAR) at some stage in January-March this year, in accordance with JLL India. Some motel chains ET spoke with stated they are shutting down flooring that is now not occupied, reducing down on staff in hotels and encouraging them to go on leave, and lowering the range of buffet spreads in eating places to hold charges down, as visitor reduce lower back on tour and occasions to minimize possibilities of being infected.

This crisis comes at a time when India's GDP boom used to be slowing down, and unemployment used to be on the upward shove owing to poor financial overall performance over the final several years. This is mainly due to the fact the economic zone which is the Genius of the economic system has no longer been functioning suitable and the macroeconomic coverage area to reply to such a disaster is severely limited

1.8 Overview of Delhi Hotel Industry

Delhi is one of the favorite tourist destinations in India. Delhi has top Position of foreign tourist's arrivals**.** Delhi, better known as the Rajdhani i.e., the capital of India is a blend of traditional culture along with today's world**.** Fortunately, Delhi is situated at a point from where all the tourist places are close. All the tourist places are accessible from the very city i.e., Delhi. Whenever any tourist group arrives from outside, they prefer visiting Delhi first, the gateway to the Indian culture and the Mughal architecture. Ruled by the Mughals, Delhi has most of the tourist places as the monuments constructed by the Mughals or the rulers who came later on**.** Delhi connects to almost all of the desirable tourists by air.

The city of Delhi consists of two components: Old Delhi, in the north, the historic city; and New Delhi, in the south, since 1947 the capital of India, built in the first part of the 20th century as the capital of

British India. Delhi is of great historical significance as an important commercial, transport, and cultural hub, as well as the political center of India.

Hotel landscape in the National Capital Region (NCR) of Delhi has seen remarkable growth in the last few years. From an under-supplied market a few years ago, the city now has a surplus supply of hotels; it is the result of the emergence of strong micro-markets around Gurgaon and Noida/Greater Noida. If predictions are anything to go by, it is going to be an extremely competitive region for hospitality stakeholders in the future. The supply from the aero city hospitality district has started trickling in, and it is expected to become the new Central Business District (CBD) of Delhi in the next few years. Greater Noida promises to be the next happening destination and Gurgaon will continue to grow to its flanks. The Delhi NCR will be one of the most watched out from hotel investors and operator's standpoint in the coming years.

2. Review of Literature

Table 2: Review of Literature

1.	**National Reviews**	**13**
2.	**International Reviews**	**18**
3.	**Total**	**31**

Table 2.1 National Reviews

s.no	Author	Year	Topic	Objective	Methodology	Findings
1	Patel, Pravin Kumar an d Sharma, Jaya	2020	The effect of Novel Corona Virus (covid-19) in the tourism industry in India	The purpose of this paperwork is to examine the the extent to which an epidemic of 2020 such as COVID 19 can affect the global tourism industry and estimates of the destruction to world tourism.	The statistical data from the renowned and trustworthy data sources have been collected to realize the effect of the coronavirus on the world tourism industry	Finding of the study shows that tourism is presently one of the greatest pretentious segments and the world tourism Organization has studied its 2020 forecast for international arrival and receipts, though its highlight that such Prediction is likely to be further
2	Sharma, Dr. Urvashi. Yadav, Anjali	2020	A Study on Eco Hotels and Green Operations in Indian Hospitality (Hotel)	The objective of this paper is to identify And analyses The various environmental protection	Data has been accumulated through secondary resources such as journals, hotel websites,	This study investigates the impact and implementation on of Sustainable operations in the Indian hotel industry.

			Industry	activities adopted by the Indian hotel industry and highlights the various environmenta certifications by the various organizations	news Paper articles, conference papers, etc.	The study focuses on ECO HOTELS, Various ecological Practices. The study Recommends some social implications of sustainable activities for eco-hotels and eco-travelers for Environmental protection.
3	Sandeep Kumar M., Maheshar i V., Prabhu J.,Prasana	2020	Social economic impact of COVID-19 Outbreak in India"	To overcome all the issues, IoT devices and sensors can be used to track and monitor the movement of the people, so that Necessary actions can be taken to prevent the spread of coronavirus disease (COVID-19	Mobile devices can be used for contact tracing of the affected person by Analyzing the geomap of the travel history.	With insecurities of a new recession and economic crisis,key moments such as these call for strong and powerful governance in health, business, government, and large Society. Instant support measures have to be initiated and adapted for those who can drop Through the cracks. Mid- and long-term strategies are required to stabilize and motivate the economy during this recession
4	Nain, Mr . Akshay	2018	A Study on Indian Tourism & Hospitality Sector: Contribution to Indian Economy (From 2006 To 2017), Employment Opportunitie s Offered, Market Size, Various Investments & Indian Government Initiatives	The objective is to Study on Indian Tourism & Hospitality Industry and its Contribution to Indian Economy (From 2006 To 2017), Employment Opportunities Offered, Market Size, and Various Investments & Indian Government Initiatives.	This study is based on the secondary data published by various agencies and organizations. study makes use of data and information provided by the World Travel & Tourism Council (WTTC), United Nation World Tourism Organization (UNWTO), Ministry of Tourism,	The findings of this study are The Indian government has contributed significantly to the growth & development of the Indian tourism & hospitality sector by implementing initiatives like providing 100 % Foreign direct investments (FDI), flexible tax incentives, flexible policies, better road, rail &air connectivity, ease in availability of e-visas to foreign tourists, etc.

					Department of Industrial Policy & Promotion (DIPP), Newspapers, Magazines, Books, Economic Journals and Internet	
5	Sawant Madhuri ,Bansode Rani	2018	Risk perception of international tourists at world Heritage sites A case study of Ajanta caves Maharashtra	To examine the impact of crises and resultant risk perception of tourist on their travel intentions at the world heritage site of Ajanta in Maharashta	Using quantitative method, analyses by Frequency and percentage method, internal risk perception Was made by using the factorial method. The external risk perception was analyzed by using multiple choice option in SPSS	This Study would be helpful to decrease risk perception of tourist by developing different strategies which could be adopted by the various stakeholders of tourism industry, in and around Ajanta caves for sustainable tourism development
6	Sachar, Dr Arun. Chomply, Pranshu	2017	Human resources practices in Indian hotels: A study of business and other hotels in Delhi (NCR)	This study Has focused On the Adoption of various human resource practices adopted by the Hotels in the NCR (National Capital Region)	analysishas been Done through personal interviews with the managers of 200 Hotels from 7 different locations of Delhi and National Capital Region.	The study results to Know the human resource techniques among hotels in better way and Impact on their performance in provide excellent guest satisfaction
7	Sharma sonal	2016	Impact of growth of hospitality industry on Indian economy	The purpose of this paper is to highlight the factor responsible for the growth of hospitality and to examine the	Researcher used descriptive and Qualitative approach	In this paper hospitality services includes services like hotels, hostels, motels, restaurants, bars, café, nightclubs, flight attendants, etc.The government of India has taken and

				contribution of hospitality to national income		taking various initiatives to strengthen the industry
8	Anawade P.A. &. Be ndale Shilpa K	2016	Recent Trends in Hotel Industry and Its Impact on Individual Spending: A Study for Khandesi Region	Reviews the Impact of the spending on hoteling by the individuals.	Descriptive and qualitative data used, and rural area is being considered in the review	They found that the global hotel industry comes in a rising growth trail since 2000 just because of the accelerated growth in the share market, high performance in the supply chain and demand for luxury facilities and other fundamentals available for the hoteling. Investors have displayed great confidence and interest in the investments in hotel Sector.
9	Kumar Daleep, Mathur Parul (2014	2014	Contribution of tourism and Hospitality industry in the economy of India	The main purpose of this paper is to bring out how the Tourism and Hospitality industry contributes and playing a vital role in the economics of India. what is the data produce by the industry and percentage of contribution in GDP in the previous year and current? and what will	The methodology is based on secondary data. T-test is applied to analyses FTA and FEE.be in future	The finding and result highlighted the foreign trade Arrivals (FTA) and foreign exchange earnings (FEE) in India. How the various key player contributes to the economy of the Country? How Tourism & Hospitality industry develop/maintain the Economy of India during the period of recession.
10	Milton, Thangasa my	2013	Recession and its effects in Tourism and Hospitality Industry	The objective of this study is to identify the challenges of the Indian tourism industry recession and Evaluate ways	This study has used relevant available data that have been collected from secondary sources of information only. Research	The study reveals that various steps have taken by the tourism industry to counter recession challenges, but a lot has to be desired in this aspect. Cutting edge research with clearly defined

				to overcome such challenges	papers published in various journals, books, reports, surveys, and ideas of tourism experts have largely contributed towards the construction of this paper	objectives by academicians and tourism experts should be Bestowed to the tourism industry by addressing recession is the need of the hour.
11	Sonia, Bharwani. Davi d, Mathews	2012	Risk identification and analysis in the hospitality industry: Practitioners' perspectives from India	This paper aims to identify the key risks which are Endemic to the hospitality industry and considered as important by hoteliers in today's growing global context, with particular reference to the Indian context. It also seeks to propose a generic model for risk management	Methodology is based on Primary data collected through questionnaires and semi-structured qualitative interviews with hospitality professionals. Researcher also used secondary approach in the field of risk and uncertainty management.	Finding of this paper shows that to secure competitive advantage and develop business resilience, it is becoming increasingly important for hospitality organizations to shift their focus from merely responding and reacting to crises and emergency situations, to Proactively identifying, analyzing and assessing risks while formulating Their business strategies.
12	Sonia Bharwan, David Mathews	2012	Risk identification and analysis in the Hospitality industry: Practitioners perspectives from India	This paper aims to identify the Key risks which are endemic to the hospitality industry and considered as important by hoteliers in today's growing global context, with particular reference to the Indian context	Primary data collection using questionnaires and semi-structured qualitative interviews with hospitality professional were supplemented by secondary research in the field of risk and uncertainty	The paper identifies The most addressed areas of Risk in the Indian hospitality industry, which include competition, seasonality of business and changes in customer Preferences and demand.

					Management	
13	Garg, Anshul	2009	Crisis In Hospitality and Tourism: A Study on the impacts of Terrorism on Indian Hospitality and Tourism Industry	The objective of this study is to find out why the hotels and tourism destinations are becoming a soft target for the extremists and analyses the impacts of terrorist activities on the hospitality and tourism industry.	Methodology is qualitative and descriptive in nature	The study reveals that though the hospitality and tourism sector entrepreneurs are trying to improve upon the security measures but still a lot is required to be done and to this there are few suggestions given by the author of this study.

2.2 International Review

S.no	Authors	Year	Topic	Objective	Methodology	Findings
1	Yu. Jongsik and Seo, Jungwoon .Hyun, Sunghyup Sean	**2021**	Perceived hygiene attributes in the hotel industry: customer retention amid the COVID-19 crisis	This table proposes hygiene management as a means to minimize the indirect damage from COVID-19 to The hotel industry	**T**his study identifies and validates three types of perceived hygiene attributes through qualitative and quantitative methods, uses structural equation modelling to validate hypotheses	This study provides important and meaningful insights into Hotel image and customer behavior through perceived hygiene attributes.
2	Denizci Guillet, B. and Chu, A.M.C.	**2021**	Managing hotel revenue amid the COVID-19 crisis",	Aims to examine how and to what extent RM can be implemented in the hotel industry during low-demand periods, particularly during the coronavirus disease 2019 (COVID-19)	This paper Used semi-structured interviewsto gather information from hotel RM executives, RM consultants and RM system providers. This paper interviewed	Coreen RM processes are still relevant during the COVID-19 Crisis: however,not all components are equally important. Business analysis, pricing strategy and demand modelling and forecasting are

				Crisis.	26 revenue executives between January and March 2020	the most Critical RM processes.
3	Cruz-Milan, O	**2021**	"Hotels' marketing mix responses at insecurity-stricken destination s: a study in the US– Mexico border"	The purpose of this paper is to investigate specific marketing mix activities and influencing factors in hotels coping with falling room demand derived from drug cartel - related risk and insecurity.	The research developed a framework to better understand the use of marketing mix practices and influencing factors in criminal insecurity contexts, which could be further studied in other risk and conflict Scenarios.	The research identifies factors that are internal (market segment diversification, type of ownership, magnitude of investments) and external (tourism promotion organizations, media coverage, tourist flow volume) to the firms as they affect their marketing mix implementation
4	Baum T Mooney, S.K.K., Robinson, R.N.S. and Solnet,D,	**2020**	COVID-19's impact on the hospitality workforce– new crisis or amplification on of the norm	To highlight the immediate impacts of the COVID-19 Pandemic on the hospitality workforce in situ between mid-April and June 2020	This paper Brings data from a variety of sources and intelligence relating the impacts on hospitality work of the COVID-19 Pandemic at three levels: macro (global, policy, government), meso (organization and micro (employee).	Findings indicate that in light of the fluid environment relating to COVID-19, conclusions are tentative and question whether hospitality stakeholders, particularly consumers, governments, and the industry itself, will emerge from the pandemic with changed attitudes to hospitality work and Hospitality workers.

5	Dogru Tarik, McGinley Sean and Gon Kim Woo.	**2020**	The effect of hotel investments on employment in the tourism, leisure and hospitality industries	To examine the extent to which hotel investments create jobs and compare whether an investment in a particular hotel segment generates more or fewer jobs in the overall economy and in the tourism, leisure, and hospitality industries.	The panel autoregressive distributed lag regression model was used	This paper reveals that Hotel investments increase employment in both, the overall economy and the tourism, leisure, and hospitality industries. Midscale hotels make the highest contribution to employment in the overall economy. Economy-scale hotels make the highest 6contribution to employment in the overall economy. Economy scale hotels make the highest
6	Ibanez VION A Amavisca	**2020**	Impact of corona virus (covid 19) Global pandemic towards hospitality industry Indonesia	This study aims to measure an epidemic called COVID-19 that can affect the global tourism industry and the damage to world tourism	The researcher used a descriptive qualitative approach.	The analysis in this research considered two factors: (1) the impact of the Pandemic on tourism and (2) Strategies.
7	Tom Baum, Nguyen Thi Thanh Hai	**2020**	Hospitality, tourism, human rights and the impact of COVID-19	The purpose of this paper is to undertake a "real-time" assessment of the impact of the COVID-19 pandemic on the right to participate in hospitality and Tourism and to	This Study is based on a review of current events, assessed through interpretation of a human Rights lens	Rights to participate in hospitality and tourism, particularly in parts of Asia, Europe and North America was affected on a scale unprecedented in Peacetime.

				illustrate where such Rights are Under threat.		
8	Rahman, Valda Shabrina. Arvianti, Gilang Fadhilia	**2020**	The Impacts of Covid-19 Pandemic In Indonesia and China's Hotel Industry: How to Overcome it?	To determine the impacts of the Covid-19 outbreak on the hotel industry in Indonesia and China and to analyse the efforts to overcome it	This research was held by applyin a descriptive qualitative approach and done by discourse analysis.The data obtained comes from avariety of reference sources that support this research	The findings of the research stated that the hotel industry in Indonesia And China was significantly affected by the Covid-19 outbreak since many hotels were forced to close and not operate to Reduce the spread of the virus.Thousand sof employees were forced to be laid off due to the losses income of the hotel
9	Frederick Dayour ,Charles Atanga Adongo,Francis Eric Amuquand oh ,Issaahaku	**2020**	Managing the COVID-19 crises coping and post recovery strategies for hospitality and tourism businesses in Ghana	The study uncovers their crises coping strategies as Well as immediate and long-term post recovery strategies	Data were thematically analysed involving both deductive and inductive coding techniques . Data validity and reliability were confirmed using “member check“and inter-rater/coder reliability statistic in spss respectively	The pandemic greatly impacted the accommodation T&Tand souvenir shop operators compared tofood and beverages operators due totemporary closure of Ghana’s borders and major attractions. The study identified six phases in SMHTOs’crise management process awareness, combating the spread of covid- 19coping mechanism

						short term /Immediate and long-term recovery measures and lessons learned
10	Lai, I.K.W. and Won g, J.W.C.	**2020**	Comparing crisis managemet practices in the hotel industry between initial and Pandemic stages of COVID- 19	This study Aims to compare how the hotel industry has responded to this crisis at the initial stage and the pandemic	Data were collected from hotel managers in Macau in two occasions, namely, early February and early April 2020. performance analysis was conducted to classify six categories of practices (pricing, marketing, maintenance, human resources, government assistance and epidemic prevention	In the initial stage, priority strategies should be applied in all epidemic prevention, pricing and Maintenance practices and in two governmental assistance and human resources practices
11	Sima Rahimizhian,F oa d Irani	**2020**	Contactless hospitality in a post-Covid-19 World	This study aims to Investigate the mediating effect of Consumer innovativenes in the relationship Between tourism Inclinations and revisit intention.	This study uses a self-reported survey design using an online questionnaire to collect data from randomly selected potential Tourists. and a valid sample of 272 responses was obtained for data Analysis.	The data were analyzed using ADANCO Software. The study suggested that tourism inclination has both direct and indirect impacts on revisit intention through Innovativeness .

12	Whalen, Eligabeth A. Belarmino, Amanda	**2019**	Examining the impact of political candidates on hotel revenue	To examine the impact of a charismatic political candidate on hotel revenue in the USA, particularly in their home states, through the lens of the bandwagon effect	Researchers used forecasting methodology and *t*-tests. Then, eight semi- structured interviews were conducted with hoteliers	The findings of this study show that the hotel revenue for the state was not Significantly differentthan what would be expected, the hotel revenue in Burlington did see a significant increase.Hoteliers did attribute an increased awareness of the destination and some specific instances of travelers to Sanders' campaign
13	Masa'deh, R., Alananzeh, O., Tarhini, A. and Algudah, O.	**2018**	The effect of promotional l mix on hotel performance e during the political crisis in the Middle East	This paper Aims to Investigate the effects of the promotional mix in terms of advertisement, website, and direct sale on job performance during the political crisis in the Middle East.	Data was collected from 121 Jordanian employees working in hotels in Aqaba city, using a self-administrated questionnaire including 35 items. Multiple regression analysis was conducted to test the Research hypotheses.	The results of the current Study reveals that there is a significant impact on hotels' advertisement and hotels' direct sale on hotel performance, whereas hotels' website has no significant impact
14	Ivanov, Stanislav and .Stavrinoudis, Theodoros A	**2018**	Impacts of the refugee crisis on The hotel industry: Evidence from four Greek island	This paper investigates the impacts of the 2015 refugee crisis on the hotel industry on four islands in Greece (Lesbos,Kos, Chios and	The sample includes96 accommodation n establishments and descriptive and qualitative data are used	Findings revealed that the refugee crisis had a very serious negative impact on the hotel industry of the analyzed islands and their operational statistics deteriorated significantly

				Samos) and hoteliers' responses to it		
15	Alonso-Almeida, M.d.M., Llach, J., Barquero, J.D. and Bremser, K.	**2016**	Workforce and destination influence over hospitality industry performan e.	The purpose of this paper is to identify the contributing factors to better managethe crisis impacts and anticipate future impacts	The authors examine the performance of a sample of 7,293 Spanish hospitality companies based on data from 2008 to 2011. With the aim of testing the hypotheses, a multivariate regression analysis was performed.	Results show the importance of a direct effect over both internal (workforce as well as hotel characteristics) and external factors (destination-related GDP spending)for growth with varying influence across factors.
16	Samuel Kongoley, Philip	**2015**	The Impact of Ebola on the Tourism and Hospitality Industry in Sierra Leone	The main aim of this Research work is to assess the extent to which the outbreak of the Ebola Virus has impacted on the tourism and hospitality in Sierra Leonend identify the strategies in eradicating the Ebola virus	Researcher used a random sample of 200 respondents was selected from the four regions out of population Of 400. Questionnaires,in terviews, discussions, and document analysis were used for data collection. Data were analysed using Statistical Package for Social Sciences.	Findings of this study indicate that a disaster recovery plan and budget be developed by all active businesses within the tourism sector.
17	Vassilikopoulou, A., Siomkos, G., Chatzipanagi oto, K. and Triantafillidou, A.	**2009**	Hotels on fire: investigating consumers' responses and perceptions	This paper Aims to investigate the consumer responses associated with crises in the hotel industry. More precisely, the current research	An experimet was conducted relying on four factors: the hotel's reputation, the extent of the crisis, external effects from regulatory agencies, and press and organizational response. Respondents were	The results revealed that reputation, external effects and organizational response significantly influenced consumers. Specifically, consumers were more likely to have a positive

				explores the factors that affect consumer attitudes (i.e., impressions, perceived social responsibility ,and future purchases) during a hotel crisis.	randomly assigned to 36 treatment groups	impression of a hotel in crisis, to perceive the hotel as being more socially responsible, and to revisit the hotel when it was highly reputed, accepted responsibility, and was Viewed favorably by the media
18	Johnson Tew, P., Lu, Z., Tolomiczenko ,G. and Gellatly, J.	**2008**	SARS: lessons in strategic planning for hoteliers and destination marketers	The purpose of this paper is to review the impact that the 2003 SARS epidemic had on tourism and summarize the lessons that were learned from this crisis	Findings were derived from the analysis of both secondary and primary data. The popular Press and academic journals as well as Reports, briefs, and presentations were analyzed. A questionnaire was designed to investigate the impact of SARS, management during the crisis,recovery strategies, and formal planning.	Provides information on how industry dealt with a major, extended crisis. Recognizes the importance of an integrated strategy for dealing with a crisis

3. GAPS

The above review of the literature shows the study on the different hotel industry, but there is no study on the selected luxury hotels of Delhi (NCT) done earlier. The present study includes Luxury hotels of Delhi to analyse The COVID Impact on Delhi (NCT) hotels. This study will help to understand the economic status performed by these hotels and to compare the revenue and occupancy rate pre, during and after COVID on the performance of selected luxury hotels of Delhi (NCT).

- The studies is mainly focused on the different segment of the hotel industry like customer satisfaction, revenue generation, employee satisfaction, service quality, CSR Activity, etc. with regards to the Indian hotel industry, But no study seems to be undertaken with COVID -19 impact on Luxury hotels of Delhi region.

- Till date no study has been done on hotel industry of Delhi where luxury hotels are playing significant role during Corona Virus pandemic.

4. NEED OF THE STUDY

Due to the Covid-19 pandemic, the world's economy was shut down almost overnight. The pandemic has confronted the hospitality industry with an unprecedented challenge. Strategies to flatten the COVID-19 curve such as community lockdowns, social distancing, stay-at-home orders, travel and mobility restrictions have resulted in a temporary closure of many hospitality businesses and significantly decreased the demand for businesses that were allowed to continue to operate. Almost all restaurants and hotels were asked to limit their operations to only take-outs. Restrictions placed on travel and stay-at-home orders issued by the authorities led to a sharp decline in hotel occupancies and revenues. While the hospitality industry is slowly recovering, the COVID-19 crisis continues to exert profound impacts on how hospitality businesses operate. Hospitality businesses are expected to make substantial changes to their operations in the COVID-19 business environment to ensure employees' and customers' health and safety and enhance customers' willingness to patronize their business. In this way, pandemic is also having a significant impact on the research agenda of hospitality marketing and economics scholars. With unprecedented challenges faced by the hospitality industry in the COVID-19 era, it is necessary to shift research focus to develop solutions for the hotel industry. There is a need to provide answers to several critical questions such as: what are the customers' sentiments about patronizing a restaurant or a hotel in the time of coronavirus? Are they ready to return? If not, what will make them return? Apart from this many hotels were converted into CORONA Treatment Centres during this pandemic. Therefore, it is necessary to analyses their contribution during Covid19 pandemic.

5. RESEARCH QUESTIONS

- What is the present status of luxury hotels in Delhi of the Indian hospitality sector or Indian luxury Hotel in the economy?
- What are the changes that have been noticed in the Indian hotel industry before, during and after the COVID pandemic?
- Does there any action plan for the Indian Hotel industry to recover the losses during COVID and restore

the normalcy?

6. OBJECTIVES OF THE STUDY

1. The main objective of the study is to know about the present status of the Hotel industry regarding pandemic COVID 19 in the Indian economy. The major objectives of the proposed study are:
2. To study the present position of Luxury hotels in Delhi (NCT) and their role in hospitality & tourism industry.
3. To analyse the impact of COVID 19 on selected Luxury hotels of Delhi (NCT) on the basis of parameters.
4. To compare the performance of the selected Luxury hotels of Delhi (NCT) during Pre Covid-Period (Year from 2017-2019), during Covid period (year of 2020) and Post Covid period (Year from2021-2023).
5. To prepare an action plan for the Indian Hotel industry to recover the losses during COVID and future growth.
6. As per the requirement of time, the Researcher may add new objectives for the proposed study.

7. HYPOTHESES

To give a scientific base to the study, the researcher will test the following hypotheses:

HO1 - There is no significant role of the luxury hotels in the hospitality &Tourism industry

HO2 - There is no significant impact of COVID 19 on selected Luxury hotels of Delhi (NCT) during study period.

H03 - There is a no significant difference between the performance of selected Luxury hotels of Delhi (NCT) before, during and after COVID-19 during study period.

8. RESEARCH DESIGN & METHODOLOGY

The methodology has been designed on the basic situation and a specific review at the hotel industry about economic disturbance due to the COVID 19 pandemic and its impact on the overall performance in the economy.

8.1Scope of study

The scope of the study is confined to the Indian hotel industry with special reference of selected hotels of Delhi (NCT) in terms of contribution & Pandemic COVID 19. The present study focuses on the

contribution of the Tourism and Hospitality Industry in the economy of India pre and posts COVID-19. This study will help new researchers/scholars/students of the Hospitality Industry in India., The study will be helpful in preparing the Action plan which will help in recovering the losses faced during covid -19 and will be helpful for the Growth of the Hospitality

Duration of the study

A study period taken for the study is from 2017 to 2023.

Variable of this study

A variable is a feature or a quantity of a phenomenon that can be measured or classified. On the basis of past research, the researcher finds the number of variables that are divided into dependent and independent variables**.**

Table: 3 List of Variables

INDEPENDENT VARIABLE	DEPENDENT VARIABLE
• COVID-19	• Occupancy rate • RevPAR • Workforce Required • Expenditure pattern • Events • Facility • Safety measure

Table 4: Parameters

Parameter	Sources of data
a) Occupancy rate	Through the survey method **Occupancy rate** =Number of the room occupied /Total number of Room available (Exclude total out of order room) *100
b) RevPAR	Revenue per available room (RevPAR) is a performance measure used in the hospitality industry. RevPAR is calculated by multiplying a hotels average daily room rate by its occupancy rate. OR RevPAR =Room Revenue/Room Available
c)Workforce Required	To know the issues from the primary sources more structured and detail questionnaire will be prepared.
d)Expenditure Pattern	Website of the selected hotel, published literature, records, journals, and some officials' site etc. will be considered for this purpose.
e) Events	Through Hotel report
f) Facility	The questionnaire will be served to the employees and customers of selected hotels based on Random Sampling
g) Safety measure	Through Questionnaire and interview survey

UNIVERSE

Table 5 : The list of Luxury hotels of the Delhi (NCT) region has been selected as a universe.

HOTEL	NO OF HOTEL IN DELHI
Total Luxury hotel **(3star,4star,5 star)** in New Delhi	44 • 3star - 2 • 4star - 7 • 5 star - 35

Source: www. Delhitourism.gov.in Luxury Hotel

Table 6 :Universe of luxury hotel in Delhi (NCT)

STAR Hotel Name	**CENTRAL DELHI**	**EAST DELHI**	**WEST DELHI**	**NORTH DELHI**	**SOUTH DELHI**	**Total**
3star hotel					a) Qutub residency c)Tivoli garden resorts	**S,D=2** **Total=2**
4Star hotel	**1)** The Royal Plaza **2)** Hans Plaza hotel	**1**) Park inn **2**) Holiday inn		**1**) Diplomats' hotel	**1**)Country inn **2**) The Ashok country resorts	**C,D=2** **E,D=2** **N,D=1** **S,D=2** **Total=7**
5Star hotel	**1**)Vasant continental **2**) Siddhartha **3**) Oberoi maidens **4**) Metropolitan Hotel Nikko **5**)mperial **6**)Grand Intercontinental **7**)Le Meridians **8**)Kempinski ambience **9**)Shangri-La **10**)The Lalit **11**)Taj Ambassador **12)** The Park **13)** The Ashok		**1**)Radisson Delhi	**1**)The Oberoi **2**) Taj mahal **3**)Samrat **4**)Maurya Sheraton Tower **5**) Ashok **6**)Ambassador **7**)TheLeela palace **8**)Qutub hotel .	**1**)uppals orchid **2**) The Claridge's **3**)Taj palace **4**)Park royal intercontinental **5**)Marriot welcome hotel **6**) Grand Hyatt **7**) Hyatt Regency Delhi **8)** Hyatt Regency Crown plaza surya **9)** Centaur **10)** Piccadilly **11)** The Lodhi **12)** J.W Marriot	**C,D =13 W,D =1 N,D =8 S,D= 13** **Total=35`**

Source: www. delhitourism.gov.in

Key words =C.D=Central Delhi, E.D=East Delhi, W.D=West Delhi, N.D=North Delhi, S.D=South Delhi.

Sample size

Out of 44 luxury hotels 18 hotels are selected based on random sampling. The list of these hotels is given below:

Note: All 3 and 4star hotels Included in the sample due to small universe size, and 25% of total 5 star hotels (from Central Delhi ,North Delhi and south Delhi) has been selected as sample size.

Table 7: Sample size

Category of hotel	**Central Delhi**	**East Delhi**	**West Delhi**	**North Delhi**	**South Delhi**	**Total**
3 STAR					1)Qutub Residency 2)Tivoli Garden Resorts	S.D=2 **Total =2**
4 STAR	1) The Royal plaza 2) Hans Plaza hotel	1) Park inn 2)Holiday inn		1)Diplomats hotel	1)Country inn 2)The Ashok country resorts	C.D=2 E.D=2 N.D=1 S.D=2 **Total =7**
5 STAR	**1**)Vasant continental **2**)Le Meridians **3**)Shangri-La		**1)**Radisson Delhi	**1**)Taj mahal **2**)The Leela palace	**1**)Crown plaza surya **2)** Centaur **3)** J.W Marriott Hotel	C.D=25% W.D=1 N.D=25% S.D=25% C.D=3 W.D=1 N.D=2 S.D=3 **Total =9**
Total						**18**

The study is based on both primary as well as secondary data. The methods of collecting data are given below:

Primary Data: - To fulfil the objectives and to test the hypotheses, the primary data will be collected by the construction of a structured questionnaire and the interview method. The questionnaire will be served to the employees and customers of selected luxury hotels based on Random Sampling.

Secondary Data: - The secondary data will be collected from books, journals, newspapers and periodicals, official records of the Department of Tourism, and internet and websites of selected luxury hotels.

Tools and Techniques

For data analysis various statistical tools like ANOVA (Analysis of variance), Paired T-test, correlation and regression analysis and suitable test of significance etc. will be used. SPSS Software will be used

for the analysis of data. For the presentation of data various charts, tables and graphs will be considered.

Objective Wise Research Methodology

For completing this research, the study would be descriptive, explorative as well as analytical in nature. To make the study more meaningful and concise, the necessary data would be collected from the relevant sources. The researcher has designed the following strategies to complete the study:

- Interview & discussion with eminent persons from the relevant field.
- Study different Record and Report of the selected hotels.
- The study will be based on different parameter which will help to bring the effective in to an action from recovering the losses
- Analysis of data for concluding.

Table 8: Objective Wise Research Methodology

Objective	Methodology
To study the present position of Luxury hotels in Delhi and their role in hospitality & tourism industry.	(Secondary Data) _
To analyse the impact of COVID 19 on selected Luxury hotels of Delhi on the basis of parameters.	For achieving the first two objectives the researcher will collect the information from the different officials 'website and reports regarding the impact of covid Through luxury hotels during the study period. The government officials through the personal interview will be used to ratify the secondary information in this regard. (Secondary Data)
To compare the performance of the selected Luxury hotels of Delhi during Pre Covid-Period (Year from 2017-2019), during Covid period (year of 2020) and Post Covid period (Year from2021-2023).	For fulfilling these objectives of the study, the researcher will survey, and Data will also be collected through Questionnaires and Personal interview of the customer and employees of selected hotels for validation of the secondary data. (Secondary and Primary Data)
To prepare an action plan for the Indian Hotel industry to recover the losses during COVID and future growth.	The action plan will be based on the recovering financial loses and focus on economic development activities.

9. CHAPTERIZATION

CHAPTER 1: Introduction

- Hospitality Industry, concepts of the hotel, COVID-19, impact COVID- 19 on. Hotel Industry, introduction about Delhi.
- Need for the study and objective of the study.

CHAPTER 2: Review of the literature and Methodology.

CHAPTER 3: Contribution of Indian Hospitality sector in the development of Economy

CHAPTER 4: Overview of Luxury hotels of Delhi Region

CHAPTER 5: Analysis and Testing of Hypothesis.

CHAPTER 6: Findings and Suggestions.

CHAPTER 7: Conclusions, implication and future scope of future research.

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